# I:\Logos\Every Child Matters (ECM)\ECM BANNER.pngECM Forum Meeting

# Wednesday 2 March 2022

# Welcome and Introductions

Sharon Cotterall (Children and Families Development Officer – Sefton CVS) welcomed the attendees and all introduced themselves.

Present:

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| SCPF | Monica Wright |
| Venus | Kirsty McCarthy |
| Samaritans | Robert Wilkinson |
| Career Connect | Katie Enstone |
| Sefton MBC | Cheryl Yates |
| SWAN | Joan McArdle |
| Sefton Carers Centre | Caroline Roberts |
| RASA | Janet Bunn |
| Safe Families | Linda Hodge |
| Roy Evans Foundation | Sheryl Dooley |
| Parent Carer Forum | Kellie Wright |
| We are with you | Graham McGaw |

Apologies:

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| Sefton MBC | Christine Fletcher |
| Sefton MBC | Maria Simpson |
| Merseyside Police | Lisa Corkhill |
| Ykids | Anne Woodruff |
| Homestart | Karen Cooke |
| SWAN | Sue McGregor |

# Presentation from Public Health Sefton – Child Poverty Strategy

Anna Nygaard and Helen Armitage from Public Heath gave a presentation (see link below). The forum put forward their view/ideas for how to engage people in our community.

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Key Points

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| **Issues**   * Transport Poverty * CWAN Families in Poverty – parents taking time off due to exclusions leads to job loses, parents not being able to work due to caring responsibilities, parents not being able to access assessments for support packages – Social Care making them feel they can’t cope and suggesting putting children into foster care. Staff changes leaves gaps in support. * Financial Poverty * Community Poverty e.g. Isolation, lack of support * Poor housing – disrepair * Poor housing offer * Sefton MBC departments not being organised * Changes in staff e.g. CWAN Needs Support, Social Workers, Department changes * Stigma – we do not want community or individuals to feel stigmatised * Staff in agencies are very time poor and stretched - not all agencies can facilitate consultation event/activity |
| **How to engage with our community meaningfully**   * Direct with people in community first hand * Through 1 to 1 with service users in their familiar settings * Community/ Community Agency Focus Groups or existing groups in settings where people feel comfortable * Need to think about how we communicate what we need to know. What is child poverty, low income, not managing in work, people on benefits? – not all may see themselves in poverty. Discussion about current price rises putting more people in poverty – poverty being the norm * Family Wellbeing Centres could be involved - Early Help Workers * Themes/questions/prompts could be supplied to agencies * How do we record the information – log into survey monkey? * Myth busting stereotypes – Who are people in poverty? Non-working/single parents/drug users/benefit claimants * Hybrid approach to engagement – having a handful of focus groups alongside 1-2-1 discussions * Questionnaire may not be the most sensitive approach, not always appropriate to bring up |
| **Key examples for support**   * Transport to get to cheaper shopping e.g. ADSA rather than corner shop * Access to food waste – App OLIO * Access to food banks/community pantries/community fridge * Prom dress free hire – donations from footballers’ wives (Roy Evans Foundation) * Clouds Service Netherton |
| **Actions**   * Sharon Cotterall to link with Kellie Wright re Shelter Merseyside * Sharon Cotterall to set up and facilitate Child Poverty ECM Task Group * Volunteers for Child Poverty ECM Task Group – Linda Hodge, Kellie Wright, Monica Wright, Georgia Ribbens * Other agencies to link in at a later stage through coms/engagement plan |

# Presentation from Public Health Sefton – MMR Vaccinations Communications

Jessica Smith from Public Health asked members for feedback and ideas about how coms could improve for MMR vaccinations to encourage more take up.

Key Points

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| * Myth busting – false links with autism * Education around risks/merit of vaccine * Keep messaging clear and simple * Accessible messaging for non-English speaking families * People may not understand the risk of childhood diseases such as measles as they haven’t seen them in recent times * Better access to GP appointments |

Jess stated that there is work ongoing looking at different ways to access MMR vaccine e.g. offer in additional settings to GP.

Emma Lambert said that Alderhey and Edgehill Uni are working on a tool kit for families

**Next ECM is Wed 8 June 2022 – Theme to be confirmed**